



## **Wearable Technology Materials 2015-2025**

In 2025, more than US\$25 billion will be spent on intermediate materials and formulations for the wearable technology materials market. The major long term reason for this is the expected use of e-fibers to create e-textiles in the future. In the short term, the market is set to benefit vastly from manufacturers that focus on making their devices more and more innovative. There is a growing need for current wearable technology to be more flexible, more comfortable, and smaller.

Another growing latent demand of the consumers is for wearable technology and its materials to be either transparent or hidden by incorporating them into or underneath clothing.

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Other facets of innovation desired from wearable technology materials are to make them disposable, implantable, and either easy to charge or containing vast pools of electricity. This stems from one of the more common market restraints faced by the wearable technology materials market – energy drain.

Wearable technologies that drain of electricity in a few hours and require frequent charging are not deemed feasible by consumers. This could even prove to be life-threatening in the healthcare industry, where the list of wearable technology includes exoskeletons, contact lenses and wristbands that indicate glucose levels, and medical e-patches.

The current leaders in the wearable technology materials market include Sumitomo Chemical and CDT, T-Ink, Soligie, Sekisui Chemical Co. Ltd., Samsung, Paper Battery, GSI, Grafen Chemical Industries, Fujikura Kasei Co. Ltd., Bando Chemical Industries, and Adidas/Textronics. Most of them are creating primary and intermediate materials that can help them capture major shares in it. The market also presents a large amount of



niche opportunities that new entrants can harvest and become specialists in at the later stages. Market players also need to address the restraint of needing faster and cheaper 3D printing technologies. Solutions to this challenge could open up new opportunities for premium pricing.

The global wearable technology materials market is set to become one of the biggest revenue generators in the near future. The participation of the wearable technology materials market in the broader electronics sector is bound to see it grow at a rapid rate. The companies that are involved in the market operations at this nascent stage will be enjoying a multiplier over future decades.

The research report by IDTechEx includes expert opinions on the wearable technology materials market by the company chairman, Dr. Peter Harrop, who says, "More than US\$100 billion will be expended on the wearable technology materials market within the coming decade". The report's primary focus points encapsulate the need for manufacturers of wearable technology materials to discard the archaic "components in a box" approach and aim for structural electronics.

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This could possibly prove have a significantly positive impact on the wearable technology materials market because smart materials are the key to build structural electronics. Manufacturers will require a vast number of smart materials that possess electronic and electrical functionality, and can be utilized in creating the increasingly crucial intermediate materials. The wearable technology materials market has already made substantial initial strides in consumer electronics with the release of the Moto 360 smartwatch and the impending April 2015 release of the Apple Watch. Wearable technology has also made its foray in the healthcare industry with apparel that track heart rate as well as canine tracking and monitoring devices for pet dogs.

DuPont recently introduced stretchable inks that are washable and can therefore be used in common apparel manufacturing without needing a large initial investment. Ralph Lauren was one of the first fashion names to bring wearable technology materials into the



commercial limelight with their Polo Tech Shirt. The shirt contains biosensing silver fabrics that have been woven directly into the shirt. They help measure the wearer's heart rate, calories used, and other information that can be used to gauge athletic performance.

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